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|---------------------------------|--|-------------------------------|-----------------------------|
| <i>SERFF Tracking Number:</i> | <i>GEFA-126004585</i> | <i>State:</i> | <i>Arkansas</i> |
| <i>Filing Company:</i> | <i>Genworth Life Insurance Company</i> | <i>State Tracking Number:</i> | <i>41913</i> |
| <i>Company Tracking Number:</i> | | | |
| <i>TOI:</i> | <i>LTC03I Individual Long Term Care</i> | <i>Sub-TOI:</i> | <i>LTC03I.001 Qualified</i> |
| <i>Product Name:</i> | <i>Long Term Care Insurance</i> | | |
| <i>Project Name/Number:</i> | <i>Choose the LTCI Leader Brochure/82170</i> | | |

Filing at a Glance

Company: Genworth Life Insurance Company

Product Name: Long Term Care Insurance

TOI: LTC03I Individual Long Term Care

Sub-TOI: LTC03I.001 Qualified

Filing Type: Advertisement

SERFF Tr Num: GEFA-126004585 State: ArkansasLH

SERFF Status: Closed

Co Tr Num:

Co Status:

Author: Andy Zimmerman

Date Submitted: 01/23/2009

State Tr Num: 41913

State Status: Filed-Closed

Reviewer(s): Marie Bennett

Disposition Date: 02/04/2009

Disposition Status: Filed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: Choose the LTCI Leader Brochure

Project Number: 82170

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 02/04/2009

State Status Changed: 02/04/2009

Corresponding Filing Tracking Number:

Filing Description:

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Deemer Date:

This institutional advertisement will be used by Genworth Life Insurance Company and its licensed insurance agents and brokers to promote our company and to generate interest in Genworth Life Insurance Company's Long Term Care Insurance Policies 7042AR Rev and 7044AR Rev filed and approved on July 10, 2008 by your Department as well as our Individual Long Term Care Insurance Policy 7048AR filed and approved on June 20, 2007 by your Department.

This advertising material is new and does not replace any advertisement filed by Genworth Life Insurance Company.

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| Company Tracking Number: | | | |
| TOI: | LTC03I Individual Long Term Care | Sub-TOI: | LTC03I.001 Qualified |
| Product Name: | Long Term Care Insurance | | |
| Project Name/Number: | Choose the LTCI Leader Brochure/82170 | | |

Company and Contact

Filing Contact Information

Andy Zimmerman, Advertising Review Analyst andy.zimmerman@genworth.com
 6620 W. Broad Street (804) 484-3949 [Phone]
 Richmond, VA 23230-1700 (804) 281-6334[FAX]

Filing Company Information

| | | |
|---------------------------------|-------------------------|------------------------------------|
| Genworth Life Insurance Company | CoCode: 70025 | State of Domicile: Delaware |
| 6610 W Broad Street | Group Code: 350 | Company Type: LifeHealth & Annuity |
| Richmond, VA 23230 | Group Name: | State ID Number: |
| (804) 281-6600 ext. [Phone] | FEIN Number: 91-6027719 | |
| | ----- | |

Filing Fees

| | |
|------------------|--|
| Fee Required? | Yes |
| Fee Amount: | \$25.00 |
| Retaliatory? | No |
| Fee Explanation: | AR filing fee=\$25 per advertisement one advertisement submitted=\$25 |
| Per Company: | No |

| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|---------------------------------|---------|----------------|---------------|
| Genworth Life Insurance Company | \$25.00 | 01/23/2009 | 25224195 |

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Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|--------|---------------|------------|----------------|
| Filed | Marie Bennett | 02/04/2009 | 02/04/2009 |

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| <i>Product Name:</i> | <i>Long Term Care Insurance</i> | | |
| <i>Project Name/Number:</i> | <i>Choose the LTCI Leader Brochure/82170</i> | | |

Disposition

Disposition Date: 02/04/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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| <i>Project Name/Number:</i> | <i>Choose the LTCI Leader Brochure/82170</i> | | |

| Item Type | Item Name | Item Status | Public Access |
|----------------------------|---------------------------------|--------------------|----------------------|
| Supporting Document | AR Cover Letter | | Yes |
| Form | Choose the LTCI Leader Brochure | | Yes |

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Form Schedule

Lead Form Number: 82170 01/01/09

| Review Status | Form Number | Form Type | Form Name | Action | Action Specific Data | Readability | Attachment |
|---------------|----------------|-------------|---------------------------------|---------|----------------------|-------------|-----------------------|
| | 82170 01/01/09 | Advertising | Choose the LTCI Leader Brochure | Initial | | 0 | 82170_010109_file.pdf |



Genworth®
Financial



CHOOSE THE LONG TERM CARE INSURANCE LEADER

LONG TERM CARE INSURANCE

Underwritten by
Genworth Life Insurance Company

A COMPANY YOU CAN TRUST

Selecting a long term care insurance company is an important decision. You want a company you can trust to help protect your lifestyle as you grow older, one that offers a portfolio of insurance plans with comprehensive benefits and a track record of paying claims. You want a company with a respected and recognized name.



Genworth Life Insurance Company gives you all this and more. We believe our Long Term Care Insurance Division has been an industry leader¹ since we began offering long term care insurance in 1974. Our experience and expertise set us apart from the rest and make us the best choice for helping protect your future.

A Member of the Family

Genworth Life Insurance Company is a member of the Genworth Financial family of companies. You can depend on us to provide you with excellent service and quality long term care insurance plans.

¹ LifePlans 2007 Long Term Care Individual and Group Association Top Writers Survey Results. Based on number of individual policies sold in 2007 and individual annualized premium inforce as of 12/31/07. Survey results are available upon request from the company or one of our insurance agents.



Comprehensive, Tax-Qualified Plans

Our portfolio of long term care insurance plans combine benefits and features with outstanding choice and flexibility. In addition, our insurance plans are designed to qualify under specific federal standards for income tax advantages.

Because everyone has different needs, we have a broad range of plans from which you can choose.

Superior Service

We pride ourselves on quality service. Our friendly, professional representatives are among the best in the business, and will gladly answer questions you have about your coverage.

Reputation for Integrity and Paying Claims

Meeting the needs of our more than **1,000,000** policyholders³ is not only our priority, it's our promise. We have paid out over **\$3.8 billion** in long term care claims³ and, over the years, more people have trusted our Long Term Care Insurance Division to help cover their long term care costs than those of any other insurer.

We Can Help

- Preserve your financial independence.
- Protect the savings and assets you've spent a lifetime accumulating.
- Help avoid relying solely on your family and friends for support.
- Ensure you can afford your choice of quality care in a quality setting.

A Promise

Any insurance plan is only as good as the company behind it. Choose a company you can trust. We're here for the long term — today, tomorrow, and in the years to come.

² As of 12/31/07.

Genworth Financial is a proud sponsor of



the compassion to care, the leadership to conquer

Long Term Care Insurance
underwritten by Genworth Life
Insurance Company
Long Term Care
Insurance Division
6620 West Broad Street
Building 4
Richmond, VA 23230
genworth.com

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Financial, Inc. All rights reserved.
Genworth, Genworth Financial
and the Genworth logo are
registered service marks
of Genworth Financial, Inc.

Alzheimer's Association and
Genworth Financial, Inc. have
entered into a strategic relationship
that permits Genworth's use of
the Association's trademarks and/or
logos. The use of the Alzheimer's
Association logo does not constitute
an endorsement of the Company's
products and services.

This solicitation of insurance is for policy form series 7042, 7042 Rev, 7044, 7044 Rev, 7048. (In Idaho, 7042ID Rev, 7044ID Rev, 7048ID; In North Carolina 7042NC, 7044NC; In Oklahoma, 7042OK Rev, 7044OK Rev, 7048OK; In Florida, 7042FL, 7044FL; In Texas, 7042TX, 7044TX; In Washington, 7042WA, 7044WA, 7048WA). Not all policies are available in all states. Complete details about the benefits, costs, limitations and exclusions of these valuable long term care insurance policies will be provided to you by Genworth Life Insurance Company.

The tax information in this material was written to support the promotion and marketing of the contract. Genworth Life Insurance Company, its representatives and distributors do not provide tax or legal advice. We did not write this material for use by any taxpayer to avoid any Internal Revenue Service penalty. You should ask your independent tax and legal advisors for advice based on your particular situation.



Insurance and annuity products:

- **Are not** deposits.
- **Are not** insured by the FDIC or any other federal government agency.
- **May** decrease in value.
- **Are not** guaranteed by the bank or its affiliates.

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Rate Information

Rate data does NOT apply to filing.

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Supporting Document Schedules

| | | |
|----------------------------------|-----------------------|------------|
| | Review Status: | |
| Satisfied -Name: | AR Cover Letter | 01/23/2009 |
| Comments: | | |
| Attachment: | | |
| AR Cover Letter 82170 010109.pdf | | |



Long Term Care Insurance

6620 West Broad Street Building 4
Richmond, VA 23230

January 23, 2009

Arkansas Department of Insurance
1200 West Third Street
Little Rock, Arkansas 72204

ATTN: Mr. John Shields

Re: **ADVERTISING FILING ACCIDENT AND HEALTH INSURANCE
GENWORTH LIFE INSURANCE COMPANY NAIC# 70025**

**Institutional Advertising Material
Choose the LTCI Leader Brochure: 82170 01/01/09**

Dear Mr. Shields:

On behalf of Genworth Life Insurance Company, I submit for your review and approval duplicate copies of the above referenced advertising material intended for use in the state of Arkansas. The filing fee of \$25 is being transmitted via EFT on the SERFF filing system.

This institutional advertisement will be used by Genworth Life Insurance Company and its licensed insurance agents and brokers to promote our company and to generate interest in Genworth Life Insurance Company's Long Term Care Insurance Policies 7042AR Rev and 7044AR Rev filed and approved on July 10, 2008 by your Department as well as our Individual Long Term Care Insurance Policy 7048AR filed and approved on June 20, 2007 by your Department.

This advertising material is new and does not replace any advertisement filed by Genworth Life Insurance Company.

If you should have any questions, please call me at our toll free phone number, 1-800-284-5568, extension 8133949, fax me at 804-281-6334 or e-mail me at Andy.Zimmerman@genworth.com.

Sincerely,

Andrew A. Zimmerman
Genworth Life Insurance Company
Advertising Review Analyst
Compliance/Advertising Review
Andy.Zimmerman@genworth.com

Attachments